

Hi, I'm Tasha Lineau.

Art Director. Creative Leader.

New York, NY | (347) 527-6821 | hello@tashalineau.com
www.tashalineau.com | [linkedin.com/in/tasha-lineau-935283a3](https://www.linkedin.com/in/tasha-lineau-935283a3)

Professional Summary

Brings 8+ years of experience combining creative strategy with hands-on design to develop integrated marketing campaigns, brand identities, and visual storytelling across financial services, beauty, and retail. Creates cohesive brand experiences across digital, print, and social platforms. Leads projects from concept through execution, collaborating with cross-functional teams and mentoring designers to deliver impactful creative solutions.

Skills

Creative Direction

Art Direction, Creative Strategy, Concept Development, Integrated Campaigns, Visual Storytelling, Photography Art Direction, Brand Systems, Creative Leadership, Team Mentorship

Design + Production

Brand Identity, Editorial Design, Digital + Print Design, Email Marketing, Social + Paid Media, Motion Graphics, Video Editing, Presentation Design

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Express), Figma, Workfront, Microsoft PowerPoint

Creative Experience

Prudential Financial | Art Director, Integrated Marketing

September 2023–September 2026

- Served as the lead designer on a seven-person agile pilot team, developing and refining campaign creative for a program that increased first-time appointments by 27%.
- Led art direction and creative execution for integrated marketing campaigns across digital, print, social, video, and experiential channels, supporting Prudential's Individual Retirement Strategies business.
- Developed a scalable print system across nine annuity products, strengthening product differentiation and information hierarchy across brochures, fact cards, rate sheets, posters, and supporting materials.

Mars United Commerce | Art Director, Contract

March 2025–September 2025

- Directed integrated campaigns for five wellness brands, translating marketing objectives and audience insights into cohesive creative across digital, print, social, and in-store channels.
- Partnered with copy, strategy, photography, and production to develop concepts and direct imagery from brief through delivery, including selects, shot recommendations, and retouching.

Ulta Beauty | Senior Designer, Print + Campaign Creative

August 2020–September 2023

- Owned design and art direction for up to 35% of monthly 40–60-page direct-mail issues, balancing editorial storytelling, product discovery, promotional priorities, and brand consistency.
- Developed campaign concepts, mood boards, and layouts while establishing visual hierarchy, color direction, pacing, and references for lighting, styling, and composition.
- Partnered with photographers, studio teams, copy, merchandising, and production throughout preproduction and photoshoots, directing image selection, cropping, layout integration, and retouching feedback.
- Mentored two junior designers and established creative standards, templates, and workflows to maintain quality and consistency across high-volume campaigns during a major team transition.

Malka Media | Senior Designer, Digital Content Production

March 2020–August 2020

- Developed high-volume digital campaigns for beauty and lifestyle clients, including Clarisonic and Morphe, translating product features and brand stories across email, web, social, and video.
- Contributed post-shoot art direction through image selection, composition, layout, and retouching feedback while partnering with production teams, mentoring junior designers, and managing competing priorities in a fast-paced agency environment.

The Estée Lauder Companies | Senior Designer, Global Communications

October 2018–December 2019

- Co-led daily creative operations for Global Communications, translating leadership messaging into internal email, executive presentations, corporate campaigns, print collateral, and select brand-facing work.
- Owned video projects from storyboard through post-production, including editing, music selection, color grading, and motion graphics in After Effects and Premiere Pro.
- Partnered with leadership and cross-functional teams across multiple brands, trained junior designers, and maintained consistency across high-visibility communications.

Education

St. John's University

Bachelor of Fine Arts, Graphic Design